



CITY COUNCIL AGENDA REPORT

MEETING DATE: MARCH 3, 2015

ITEM NUMBER:

SUBJECT: FAIRVIEW PARK USE SURVEY

DATE: FEBRUARY 26, 2015

FROM: STEPHEN M. MENSINGER, MAYOR

PRESENTATION BY: STEPHEN M. MENSINGER, MAYOR

FOR FURTHER INFORMATION CONTACT: THOMAS R. HATCH, CITY CEO
(714) 754-5328

RECOMMENDATION:

Provide staff direction about conducting a City-wide survey to determine if Costa Mesa residents support the addition of sports fields on the southeast quadrant of Fairview Park among other park use questions.

BACKGROUND:

The Fairview Park Citizens Advisory Committee (FPCAC) was reconvened by City Council in April 2013 to evaluate the current master plan and recommend updates to reflect the current needs and desires of the community.

Fairview Park is a 208-acre park that was master planned in 1998 with revisions to some of the elements of the master plan in subsequent years. The FPCAC has carefully and systematically reviewed the Master Plan and has made recommendations for the entire area of the park west of Placentia Avenue as well as the area north of the Fairview Channel. The FPCAC has also evaluated the majority of the list of potential changes to the southeast quadrant. During these meetings, and particularly the meetings dealing with the southeast quadrant, there has been extensive public input with very passionate views in support or opposition to the potential changes being considered.

ANALYSIS:

In view of the opinions presented, the importance of Fairview Park to the entire City, and the stage of review by the FPCAC, Mayor Mensinger proposes to conduct a City-wide survey by a qualified consultant that will capture the views of the residents, and be used as an additional tool for the Parks and Recreation Commission and the City Council to make well-informed decisions that reflect the needs and desires of all the residents.

The survey of Costa Mesa voters will seek opinions on issues identified by the community regarding Fairview Park. This survey would be conducted by a firm specializing in these services and would utilize land lines and cell phones using industry accepted random sample methodologies. The survey's questionnaire would be

developed by a team of two Council Members. Mayor Mensinger is recommending the two FPCAC Council liaisons, Council Member Genis and Mayor Pro Tem Righeimer. The selected survey firm will work with the two Council Members to formulate the survey questions. Upon completion of the survey process, the survey firm will provide a written summary of their findings, the document will be available to the public, and the final product will be posted on the City's website.

A draft of the Request for Proposals (RFP) is attached for reference and the selection of a qualified consultant will be based on professional services procurement procedures applicable for such service.

ALTERNATIVES CONSIDERED:

The alternative to the proposed recommendation is to not conduct the survey.

FISCAL REVIEW:

Funding for the proposed survey will come from the Contingency Fund balance which is an available resource within the existing budget. The final cost will be determined from the competitive RFP process.

LEGAL REVIEW:

The Professional Services Agreement will be approved as to form by the City Attorney's Office.

CONCLUSION:

It is requested that the City Council provide direction to staff to issue an RFP, select a consultant and conduct a City-wide survey to determine if Costa Mesa residents support the addition of sports fields on the southeast quadrant of Fairview Park as well as have the consultant work with the two Council Members to develop the survey questionnaire.



THOMAS R. HATCH

Chief Executive Officer

ATTACHMENT: "1" Request for Proposals - Scope of Consultant Services

DISTRIBUTION: Chief Executive Officer
Assistant Chief Executive Officer
City Attorney
City Clerk Division
Staff
File

**REQUEST FOR PROPOSALS FOR A SURVEY OF THE RESIDENTS OF THE CITY
OF COSTA MESA TO DETERMINE IF THEY SUPPORT THE ADDITION OF
SPORTS FIELDS ON THE SOUTHEAST QUADRANT OF FAIRVIEW PARK AS
WELL AS OTHER RELATED QUESTIONS**

I. INTRODUCTION

Fairview Park is a 208 acre park located just east of the Santa Ana River. The park was master planned in 1998 and is currently being reviewed for possible updates. The review process is nearly completed and only the evaluation of sports fields on one of the quadrants remains to be evaluated.

Interested consultants are encouraged to review the documents on the City's website (<http://costamesaca.gov/index.aspx?page=1619>) to inform themselves of all the resources of the park, current uses, and the Fairview Park Master Plan.

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified consultants to conduct a community-wide survey for the purpose of determining if the public supports the addition of sports fields on the southeast quadrant of Fairview Park, and may include other park use related questions.

A. General Goals:

The City of Costa Mesa is seeking a consultant with a strong background in urban park planning with specialized knowledge and experience in community surveys for the purpose of determining demand and needs assessments. The selected consultant will be responsible for assisting Council with the completion of the City-wide survey; formulating survey questions; managing the survey process; and preparing the final report that presents the results of the survey.

B. Minimum Consultant Qualifications:

The key project staff, furnished by the consultant and sub-consultants, must have at least five (5) years prior experience on similar types of projects. All consultants responding to this Request for Proposals (RFP) will be evaluated on the basis of their expertise, prior experience on similar projects, demonstrated competence, ability to meet the project schedule, adequate staffing, understanding of the project, and responsiveness to the needs and concerns of the City of Costa Mesa.

II. CONTENT OF PROPOSAL

In order to maintain uniformity with all proposals furnished by consultants, the proposals shall be limited to a maximum of ten (10) pages (excluding front and back covers, section dividers, and resumes) and include the following:

- A. A statement of project understanding containing any suggestions to improve or expedite the project or special concerns of which the City should be made aware. The project approach shall contain clarifications or additional scope of work that you feel are necessary for the successful completion of the project.
- B. A project team organization chart, identifying those who will perform the work, and a brief resume of each team member (including a list of similar type projects in which they have been directly involved) is required. Identify the Project Manager (PM) proposed for this project. The PM will be the primary contact person to represent your firm and will be the person to conduct the presentation, if invited for an interview. Sub-consultants, if any, shall be identified with the same requirements as the main consultant.
- C. A list of similar projects that your firm has completed within the last five years. Information should include: project description, agency or client name, along with the person to contact and the telephone number(s), year completed, and project cost.
- D. A proposed schedule indicating stages of work, time frames, and ability to perform the required services in a timely manner.
- E. Fee proposal in a separate sealed envelope containing the following:
 - 1. Cover letter stating the total not-to-exceed lump sum fee.
 - 2. A spreadsheet with a detailed fee schedule of the proposed costs. Each fee schedule shall depict individual project tasks and the number of hours assigned for specific personnel, along with their fully-burdened hourly rates. The fully-burdened hourly rates shall include direct salary costs, employee benefits, overhead, and profit. Travel time will not be allowed. The fee proposal shall reflect all anticipated fee increases during the contract duration.

Please submit five (5) hard copies and one (1) PDF file of the project proposal, and one (1) copy of the fee proposal.

III. CONSULTANT SELECTION COMMITTEE

The City of Costa Mesa will establish a Consultant Selection Committee consisting of at least four (4) members who have acted in the capacity of Project Manager. The

Consultant Selection Committee will evaluate the consultants on their ability to do the following:

1. Produce an innovative and detailed survey and report.
2. Description of the most effective method(s) to reach out to the community.
3. Provide the City with adequate information in order to allow for the proper planning of the park.

IV. ESTABLISHMENT OF FEES

The fee proposal will not be opened until the Consultant Selection Committee has evaluated all of the Consultants' proposals. In conformance with the Mini-Brooks Act, the City will select the Consultant based on qualifications, and then negotiate a contract price based on available funding and a further breakdown of the "lump sum" fee submitted in the fee proposal.

V. PROFESSIONAL SERVICES AGREEMENT

1. A sample of the required Professional Services Agreement is available upon request. The RFP and the consultant's proposal will be attached to and become part of the executed agreement as exhibits.
2. No reduction of professional services, as stated in both the City's RFP and the consultant's submitted proposal, will be allowed.

VI. INSURANCE REQUIREMENTS

Please refer to the sample agreement for the necessary amounts of general liability insurance, automotive, worker's compensation, and professional liability insurance. The appropriate endorsements are also shown within the sample contract agreement.

VII. SCOPE OF CONSULTANT SERVICES

The City Council reconvened the Fairview Park Citizens Advisory Committee to evaluate the current Master Plan and make recommendations to the Parks and Recreation Commission and the City Council for changes to the Master Plan. The selected consultant will be required to be fully familiarized with the work completed to date in order to properly formulate the survey.

The proposed Scope of Consultant Services includes, but shall not be limited to, all of the following:

A. Public Process:

- Identify, describe, and implement a comprehensive strategy and methodology for two Council Members to be involved in the survey development process.
- Provide well-organized and directed activities, techniques, and formats that will ensure that a positive, open, and proactive public participation process is achieved.
- Provide written reports and summaries of the results of the survey.
- Solicit input from as many people as possible, including users and non-users of the services and facilities. This may include interceptive surveys to determine utilization of the park by Costa Mesa residents.

B. Statistically-Valid Survey

- Develop a City-wide community assessment survey to identify community needs and issues related to the addition of sports fields on the southeast quadrant of Fairview Park. The survey should accurately represent a sampling of the community population, with a return rate sufficient to provide statistically-valid results.

C. Progress Reporting

- The consultant and the City's Project Manager shall hold progress meetings as often as necessary. The consultant shall supply the City's Project Manager with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps, or plans as deemed necessary by the City's Project Manager at least three (3) working days prior to the progress meeting. The City's Project Manager shall schedule the meetings, as necessary. Include a fee to staff a minimum of two (2) meetings with a two person council team and City staff.

•

D. Action Plan

- Develop Survey questions based on two person Council input.
- Collect and analyze survey information for the community.
- Collect and analyze information and summarize findings.
- Prepare and submit final report.

E. Products

- One (1) draft report (hard copy and electronic files)
- One (1) copy of the final report (hard copy and electronic files).

VIII. CITY RESPONSIBILITIES

The City of Costa Mesa will be responsible for providing all available documents including maps, plans, reports, and records on file.

IX. ASSESSMENT OF WORK EFFORT PRIOR TO SUBMITTING REQUEST FOR PROPOSALS

Each consultant must inform themselves fully of the conditions relating to the project and the employment of labor thereon. Failure to do so will not relieve a successful consultant of the obligations to carry out the provisions of the contract.

X. RIGHT TO REJECT ALL PROPOSALS

The City of Costa Mesa reserves the right to reject any or all proposals submitted, and/or to delete any portion(s) of the submitted proposal. No representation is made hereby that any contract will be awarded pursuant to this RFP or otherwise.

All costs incurred in the preparation of the proposal, the submission of additional information, and/or any aspect of a proposal, prior to award of a written contract, will be borne by the respondent. The City will provide only the staff assistance and documentation specifically referred to herein and will not be responsible for any other cost or obligation of any kind, which may be incurred by the respondent. All proposals and documents submitted to the City of Costa Mesa become the City's property for its own use as deemed necessary.

XI. SUMMARY

Your participation is greatly appreciated by the City. It is the intent of this RFP to establish the minimum consultant services required by the City. To assist in your preparation, this RFP was categorized into sections stating the specific requirements of the City. It is the intent of the City to select a consultant and award a contract. All insurance documents must be submitted and approved prior to the award of the contract.